

September 18, 2007



# To Assign Seats or Not to Assign Seats

Southwest Airlines Announces the Fate of Its Open Seating Policy

**WHAT:** Join Southwest Airlines CEO Gary Kelly as he announces the Company's much anticipated decision on whether or not it will buck its 36-year history of not assigning seats.

**WHEN:** Wednesday, Sept. 19, 2007  
11:00am - 12:30pm

**WHERE:** Southwest Airlines Headquarters -- Freedom Hall  
2702 Love Field Drive  
Dallas, TX 75235

**OTHER FACTS:** Southwest Airlines' unique open seating policy has been around since the airlines' earliest days. Last fall, Southwest Airlines began testing various seating and boarding methods in San Diego. The airline extended those tests last month in San Antonio with a full-scale evaluation of yet another boarding/seating approach.

Southwest Airlines (NYSE: LUV), the nation's largest carrier in terms of domestic passengers enplaned, currently serves 64 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 33,000 Employees systemwide.

**\*\*For those unable to attend the press briefing, media materials will be distributed at the close of the event.**

Media: Please call Public Relations (214) 792-4847

<http://www.southwest.com>

SOURCE Southwest Airlines